

HOLOGRAPHIC OR OPTICALLY VARIABLE PRINTING MATERIAL AND METHOD FOR CUSTOMIZED PRINTING

Abstract

A transfer recording material allowing the production of customized holographic images is described. The transfer recording material comprises a multilayer structure on a carrier forming a plurality of panels. A portion of the multilayer structure corresponding to a panel comprises an embossable layer (holographic layer) wherein each pixel is configured to reflect incoming light at a predetermined angle α_1 . Each pixel corresponding to the embossable layer of an adjacent panel is configured to reflect incoming light at a different predetermined angle α_2 . The transfer recording material can have as many panels as desired by a particular application, each of the layers having an embossable layer with pixels configured to reflect incoming light at a certain angle α . The transfer material is therefore formed by a plurality of spaced-apart panels each of which comprises an embossable holographic layer reflecting light at a predetermined angle different from that of other panels. Upon activation of a surface of a

printer head, pixels from different panels transfer onto a substrate, forming a desired customized holographic design.